

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00888 011142Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----011338 089897 /47

R 011050Z MAR 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 9912
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMCONSUL GOTEBOG

UNCLAS STOCKHOLM 888

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: STC EVENTS: 1978 SCHEDULE

1. STC HAS FOLLOWING RECOMMENDATIONS ON EARLY CY-78 EVENTS
SCHEDULE:

A) JANUARY, BEST DATES ARE 24-27; "INDUSTRIAL ASSEMBLY EQUIPMENT
"

B) FEBRUARY BEST DATES ARE 7-10 OR 21-24; "SAFETY AND
SECURITY EQUIPMENT"; VERY HIGH INTEREST IN 1976 STC
EXHIBITION AND FAST MOVING DEVELOPMENTS THIS FIELD MAKE
THIS EVENT WORTH REPEATING AT SHORTER INTERVAL THAN
PREVIOUSLY ENVISAGED.

C) MARCH ,BEST DATES ARE 7-01 OR 14-17; "MUSIC/AUDIO USA";
CONSIDERATION COULD BE GIVEN TO EXPANDING THEME TO "AMERICAN
HOME" WHICH COULD INCLUDE HIGH QUALITY FURNISHINGS IN
ADDITION TO MUSIC/AUDIO EQUIPMENT.

D) APRIL 4-7, PULP AND PAPER OFFSITE AT SPCI EXHIBITION IN
STOCKHOLM.

E) MAY, BEST DATES 9-12 OR 23-26; "OUTDOOR LEISURE AND
SPORTING EQUIPMENT".

F) AUG 30 - SEPT 2 "MATERIALS HANDLING"; OFFSITE AT BELLA
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CENTER, COPENHAGEN. RESEARCH IS UP-TO-DATE ON SWEDEN, RESEARCH
NEEDED ON DENMARK.

G) SEPTEMBER, BEST DATES 19-20 OR 12-15; "BUSINESS/OFFICE
EQUIPMENT."

2. REGARDING THEMES NOW TENTATIVELY ON SCHEDULE WHICH ARE
NOT MENTIONED ABOVE:

- A) STC UNDERSTANDS INDUSTRY POLL IN US FOR "TRANSPORTATION" THEME NOT POSITIVE; WE STILL BELIEVE THEME COULD BE GOOD IN THIS MARKET AND URGE RECONSIDERATION AT APPROPRIATE TIME.
- B) EVEN THOUGH "ELECTRONIC COMPONENTS" MARKET RESEARCH STILL IN EARLY STAGES, SOME FEEDBACK FROM ELECTRONICS INDUSTRY HERE INDICATES EARLY 1978 PROBABLY TOO SOON FOR EFFECTIVE EXHIBITION; STC WILL COMMENT FURTHER WHEN MORE INFO AVAILABLE FROM RESEARCH.
- C) DUE OTHER TRADE FAIRS IN SCANDINAVIAN AREA WHICH WILL INVOLVE MANY AGENTS OF US PRODUCTS, WE SUGGEST "LABORATORY INSTRUMENTS" NOT BE SCHEDULED EARLIER THAN NOVEMBER 1978.

3. BEST DATES FOR FALL 1978 EXHIBITIONS APPEAR TO BE:
ELECTRONIC COMPONENTS& MICROPROCESSORS, OCT 17-20;
LABORATORY & SCIENTIFIC INSTRUMENTS, NOV 7-10 OR 14-17.

4. ADDED INDUCEMENT FOR US EXHIBITORS COMING TO "BUSINESS/OFFICE" OR "ELECTRONIC COMPONENTS AND MICROPROCESSORS" AT STC IS OPPORTUNITY TO MAKE ADDITIONAL SPECIAL EFFORT WITH DANISH CUSTOMERS IN COPENHAGEN EVENTS WHICH IMMEDIATELY FOLLOW: BELLA CENTER SHOWS ARE DATA/OFFICE SCHEDULED SEPT 27 - OCT 4 AND ELECTRONICS OCT 27 - NOV 11 (SEE COPENHAGEN 1023). WE SUGGEST OIM PROCUREMENT MATERIALS MENTION THESE ADDITIONAL POSSIBILITIES; STC AND EMBASSY COPENHAGEN COULD THEN COORDINATE A SPECIAL PROMOTION EFFORT IN DENMARK FOR THOSE COMPANIES WHICH WILL ALSO EXHIBIT THERE
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